



INTEGRATIVE HEALTH CENTER



University of Arizona Integrative Health Center

A comprehensive primary care center in central Phoenix designed by the world's leading integrative medicine institution in affiliation with District Medical Group



ARIZONA CENTER FOR
Integrative Medicine



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:<http://www.bizjournals.com/phoenix/news/2012/10/31/ua-center-for-integrative-medicine.html>

UA Center for Integrative Medicine opens in downtown Phoenix

Phoenix Business Journal by Christopher Leone, Editorial Intern

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Downtown Phoenix residents and professionals now have one of latest concepts in health care delivery at their doorstep.

The Arizona Center for Integrative Medicine founded by Dr. Andrew Weil at the **University of Arizona** in 1994 has opened its first facility in Downtown Phoenix to serve individuals wanting both traditional and alternative forms of medical treatment in one place.

Integrative medicine uses both conventional and non-conventional therapies to treat illness in the short-term, and provide therapies that promote long-term health and illness prevention from a lifestyle perspective.

The facility opened its doors on October 22 as the Arizona Center for Integrative Medicine. It is a partnership Between ACIM and District Medical Group, a nonprofit representing more than 350 medical providers. It will hold its opening celebration Nov. 2 at its facility, located at 3033 N. Central Ave. in Phoenix. Weil will be there.

ACIM is not only integrating conventional and alternative forms of health care in one location, it is also the prototype for a health care business model that integrates traditional health care insurance with a membership service model, said ACIM director Dr. Heidi Rula.

Typically, integrated health care has meant that a patient sees a primary care physician separately for routine checkups and common ailments, and then gets a "consult with an integrative center" if they wanted access to non-traditional medical services such as acupuncture or naturopathic medicine, Rula said.

ACIM is the first integrative primary care facility in the country that will bring both medical services under one roof, Rula said.

Rula also said that although ACIM is focused on long-term patient results -- investing considerably more time with patients than typical fee-for-service providers -- ACIM is not part of an "accountable care organization" where revenue is tied to patient outcomes.

"We a different model than anything out there," Rula said.

ACIM is a hybrid, membership model where patients use their standard insurance for the primary care service they receive at ACIM and then select from one of two membership option for therapies not covered by their insurance. To be a patient at the center, every member has to choose one of the two membership packages. The Core Bundle cost \$75 per month and the Expanded Bundle is \$125 per month.